

MEMORANDUM

Cross Keys

October 4, 1963

TO: EVERYONE IN THE COMPANY

FROM: James W. Rouse

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It is a great pleasure to be able to announce that the Village of Cross Keys is under way. This project, a first for our Company, is so important to all of us that I would like to tell you more about it.

On 68 acres that was formerly Baltimore Country Club's golf course, located west of Falls Road and south of Belvedere Avenue, we have planned a complete village. It will eventually house about 3,000 people in 600 townhouses and other low apartments and in 600 high-rise apartment units, all on a rental basis. On the edge of a small lake will be the Village Square with 15 to 20 shops, a chapel, a 100 room inn, a restaurant, and our offices.

The size of this project, which will eventually accommodate as many people as all of Roland Park, requires that we build it in stages. The first stage, now under way, will include 98 townhouses, the gatehouse, a swimming pool, and several tennis courts. This is scheduled for completion early in 1964. The Village Square with the shops and the Rouse Company offices should begin to rise before the year is over and be ready for occupancy by late summer. Design of the high-rise units and the inn have already begun, but it is too early to set definite dates.

The townhouses, a blend of contemporary and traditional architecture, will be clustered into hamlets of 20 to 30 units around central parking courts. Half will be three-bedroom units with two baths plus a powder room; and half will be two-bedroom houses with two and one-half baths or one and one-half baths. All will be individually heated and air conditioned; and all but the smallest units will have fireplaces. Each will have two lighted gardens protected by privacy screening. The elaborate telephone system and the soundproofing are the finest that can be provided. We have made a concentrated effort to incorporate all the modern standards of privacy and comfort in the atmosphere of a small town or village. It is with this concept that we hope to create a community that will have the appeal and stability characteristic of Roland Park, our neighbor to the east.

It was the approval and support of the residents of Roland Park and the members of the Country Club that made possible the unanimous approval of our zoning request by the City Council. Out of real gratitude to these people, we will give first consideration to all Roland Park residents and members of the Baltimore Country Club. They will soon receive a letter expressing our thanks and asking if they would like further information. Should you wish additional information, please contact your department head and he will be glad to get the answers for you.

James W. Rouse